

R. Bostock Enterprises

Business Plan

Online Sportsbook and Casino Operator.

Executive summary

R.Bostock Enterprises is an online betting company who plan to build bespoke, customer-focused betting and casino products for specific regions. Using local partners and a strong internal understanding of the payments requirements, R.Bostock Enterprises aims to capture local audiences whilst building an unrivalled user experience in an industry that is struggling to cater to the needs of its customers and comply with regulations.

Mission Statement

R. Bostock Enterprises believe that protecting customers with responsible gambling, whilst also providing the very best service should be the benchmark standard of the industry. We will build bespoke products for targeted markets using strong local partnerships, payment solutions that are the preference of the target market and building a tailor made user experience that excels in that jurisdiction.

Keys to Success

- 1. A Strong, user friendly product.*
- 2. Local partnerships that give full understanding of target markets*
- 3. Highly trained, dedicated, round the clock support team to execute the companies responsible gaming strategies in a subtle, efficient manner*
- 4. Robust payment solutions that comply with local regulations and suit customer needs.*

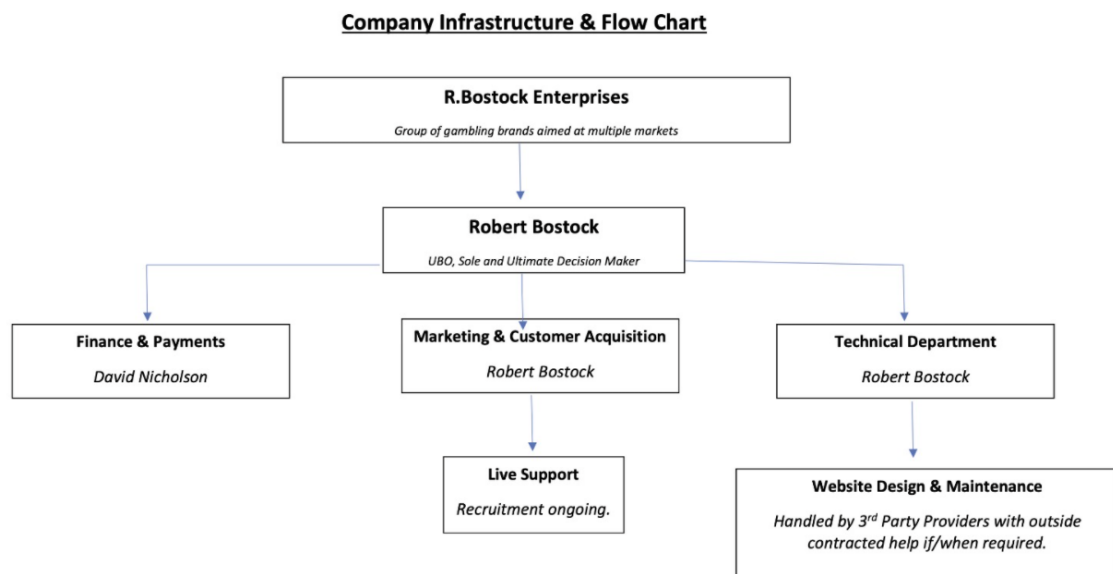
Company Overview

R. Bostock Enterprises intends to bring together a blend of experienced gaming operators and vast local connections to bring create a product dedicated to specifically serving the customer. Started by Robert Bostock who has worked in and around the gambling industry for 20 yrs in B2C & B2B and as a professional gambler so comes with unique industry knowledge from all sides of the operating sphere. The key to our local connections will be robust payments solutions, and David Nicholson, finance manager, brings with him 10yrs involved in payment processing for gambling groups and businesses specialising in challenging areas. Robert Bostock will retain 100% of the ownership of the company.

Sales & Marketing Plan

R.Bostock Ents marketing strategy is based all around learning and education, as we identify and enter a market, our mission is to build strong, local partnerships that will help us learn and understand our target customers and tailor our offering to best suit them and most enhance their experience as a customer. Starting with a strong network of local affiliates we will begin in areas with an already strong local understanding (eastern European countries specifically) and look to build and scale our knowledge at a sustainable rate.

Company Infrastructure & Workflow



Competitive & Market Analysis

It's our opinion that recent changes in regulation and requirements r.e gambling operators has left a unique gap in the market, as payment providers become more stringent and responsible gaming and KYC (at long last) moves into the modern ages, established operators are struggling to maintain their customer base in the new era. Having previously taken card processing and e-wallets for granted they have typically ignored the role crypto – currency will play in merchant activity in the very near future. We have brought a detailed understanding of the space into our business and will look to take advantage of the obvious overlap between our target customers and crypto currencies.

Our approach to responsible gaming will be straightforward, compliant & caring. Having done extensive research into the way most existing operators handle their RG/KYC responsibilities this will give us a big advantage. Most businesses operate with a "take the money and deal with it later approach" which is just not acceptable in 2022. Asking customers about their gambling, and ascertaining their level of comfort with their gambling is a sensitive task and requires a well-trained and respectful support team to be done properly. Customers are often left feeling as if the purpose of the checks are purely to pry into their finances and gain further information about them as customers. With a proper approach, a thoughtful strategy and top level training for support staff this can be turned into a conversation that shows genuine care for the customer and further enhance the experience.

Financial Plan

1. Initial Investment

Rob Bostock has provided seed capital of €50,000, this capital will be used for the license application process, the set-up and legal structuring of the company and it's sub entities, the initial tech work that will be required along with any set up fee or deposits partner software companies will ask and to begin hiring, training support staff local to the areas we shall target & cash flow for early months where a net loss on operating could very well be expected..

2. Betting Bankroll

An amount equal to roughly \$250,000 has been made available to cover player pay-outs, as experienced operators we understand that early stages of gaming operations can be somewhat volatile as volumes start lower, betting limits will be kept lower initially as the site grows into profitability. The betting bankroll can provide cash flow assistance into the business if required.

Financial Projections;

<u>Overview</u>	2022/23	2023/24	2024/25
<i>Player Deposits</i>	€2,400,000	€5,000,000	€8,000,000
<i>Retention Target</i>	14%	14%	15%
<i>GGR Projection</i>	€336,000	€700,000	€1,200,000
<i>Operating Costs</i>	€291,000	€584,000	€898,000
<i>Net Profit</i>	€45,000	€116,000	€302,000

<u>Operating Costs</u>	2022/23	2023/24	2024/25
<i>Affiliate and Marketing</i>	€92,000	€184,000	€330,000
<i>Software Partners</i>	€47,000	€105,000	€156,000
<i>Payment Processing</i>	€48,000	€125,000	€200,000
<i>Legal</i>	€24,000	€30,000	€36,000
<i>Support Staff</i>	€66,000	€104,000	€128,000
<i>Technical Work</i>	€14,000	€36,000	€48,000
<i>Total</i>	€326,000	€584,000	€898,000